

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claims 1-25 (Canceled).

Claim 26 (Currently Amended): A system for the distribution on demand of ~~digitized~~ digital information in the form of software on a physical media ~~on demand~~ comprising:

- (a) a local mass data store for storing the ~~digitized~~ digital information;
- (b) a ~~point-of-sale~~ local unit having input means and output means, said input means being for input of a request from a customer for a selected software products product including said physical ~~electronically-readable~~ media carrying said ~~digitized~~ digital information, ~~said point of sale unit being arranged to receive a request from a customer for a said software product,~~ wherein ~~said electronically-readable media contains customer-selected information, and to~~ and said output means being for issue of a product release request;
- (c) a remote licensing control centre arranged to receive ~~in response to~~ the product release request, and in response to said product release request to issue a unique release code electronically; and
- (d) a local control unit responsive to said unique release code to sanction and control production of said selected product;
- (e) a local media generator arranged to generate the selected product by storing ~~store~~ on the ~~electronically-readable~~ physical media ~~the customer-selected~~ said digital information and the issued release code; and

(f) a packaging generator arranged to package the selected product for supply to the customer.

Claim 27 (Currently Amended): A system as claimed in claim 26 in which the release code includes a licence number; and in which ~~there is further included a~~ the packaging generator is arranged to print at least one of the licence number and the customer's name onto media packaging.

Claim 28 (Previously Presented): A system as claimed in claim 26 in which the release code includes a licence number; and in which there is further included a certificate of authenticity generator arranged to generate a certificate of authenticity including at least one of the licence number and the customer's name.

Claim 29 (Currently Amended): A system as claimed in claim 26 in which the media generator is arranged to include a user-defined personalisation applied to at least one of the surface of the media and the ~~digitized~~ digital information stored on the media.

Claim 30 (Currently Amended): A system as claimed in claim 26 in which the media generator includes ~~at least one of a CD writer and a DVD~~ a media writer.

Claim 31 (Currently Amended): A system as claimed in claim 30 in which the release code includes a licence number, and in which the media generator includes a printer arranged to

print onto a surface associated with said selected product of a ~~CD~~ at least one of the licence number and the customer's name.

Claims 32-49 (Canceled)

Claim 50 (Currently Amended): A method of distribution on demand of ~~digitized~~ digital information in the form of software on a physical media ~~on demand~~ comprising:

(a) ~~receiving, at a point of sale for software products including electronically-readable media carrying said digitized information, a request from a customer for a said software product, wherein said electronically readable media contains customer selected information, and issuing a product release request;~~

(b) ~~obtaining a unique release code electronically that is issued from a remote licensing control centre in response to the product release request; and~~

(c) ~~at a local media generator, storing on the electronically readable media the customer selected information and the release code, for supply to the customer.~~

(a) receiving input of a request from a customer for a selected software product including said physical media carrying said digital information;

(b) issuing to a remote licensing control centre a product release request to issue a unique release code electronically;

(c) obtaining the unique release code from the remote licensing control centre in response to the issued product release request;

(d) sanctioning and controlling production of said selected product in response to said obtained unique release code;

(f) generating the selected product by storing on the physical media said digital information and the issued release code; and

(g) packaging the selected product for supply to the customer.

Claim 51 (Previously Presented): A method as claimed in claim 50 in which the release code is associated with the customer.

Claim 52 (Currently Amended): A method as claimed in claim 50 in which the media includes packaging; the release code includes a licence number; and ~~in with~~ the licence number is printed onto the packaging.

Claim 53 (Previously Presented): A method as claimed in claim 52 in which the customer's name is printed onto the packaging.

Claim 54 (Previously Presented): A method as claimed in claim 50 in which the release code is electronically stored on the media along with the customer-selected information.

Claim 55 (Previously Presented): A method as claimed in claim 54 in which the information representative of the customer is electronically stored on the media.

Claim 56 (Currently Amended): A method as claimed in claim 50 in which ~~the media is a CD or a DVD~~; the release code includes a licence number[[;]] and ~~in which~~ the licence number is printed onto ~~the a surface of the CD or DVD~~ associated with said selected product.

Claim 57 (Currently Amended): A method as claimed in claim 56 in which the customer's name is printed onto the surface of the ~~CD~~ associated with said selected product.

Claim 58 (Previously Presented): A method as claimed in claim 50 including producing a certificate of authenticity at the point of sale containing the release code.

Claim 59 (Previously Presented): A method as claimed in claim 58 including adding the customer's name to the certificate of authenticity.

Claim 60 (Previously Presented): A method as claimed in claim 50 including receiving from the customer at the point of sale a user-defined media personalisation, and adding the personalisation to the media.

Claim 61 (Previously Presented): A method as claimed in claim 60 in which the media includes packaging, and in which the personalisation is printed onto the packaging.

Claim 62 (Previously Presented): A method as claimed in claim 60 in which the personalisation is electronically stored on the media along with the customer-selected information.

Claim 63 (Previously Presented): A method as claimed in claim 50 in which the release code is issued at the licensing control centre and is sent electronically to the point of sale on receipt of the customer request.

Claim 64 (Previously Presented): A method as claimed in claim 50 further including storing at the point of sale a plurality of customer requests, receiving at the licensing control centre the plurality of customer requests; and issuing from the licensing control centre and sending to the point of sale a plurality of release codes in response to the plurality of customer requests.

Claim 65 (Previously Presented): A method as claimed in claim 50 in which a plurality of release codes is issued at the licensing control centre and transmitted electronically in advance to the point of sale, one of the said release codes being associated with the customer on receipt of the customer request.

Claim 66 (Previously Presented): A method as claimed in claim 50 including keeping a cumulative record at the point of sale of all supplied media and associated release codes, and forwarding the record electronically to the licensing control centre.

Claim 67 (Previously Presented): A method as claimed in claim 50 in which the customer request is made by a customer not physically present at the point of sale.

Claim 68 (Previously Presented): A method as claimed in claim 50 in which the customer request is made by a customer not physically present at the point of sale, via a communications medium, with the media being prepared at the point of sale for later collection by or delivery to the customer.

Claim 69 (Previously Presented): A method as claimed in claim 50 further including receiving a request from the customer for a student sale, the request including a student number; validating the student number with reference to a representation of valid student numbers; and authorising the student sale depending upon the validation.

Claim 70 (Previously Presented): A method as claimed in claim 50 further including receiving a request from the customer for an upgrade sale, the request including a previous licence number; validating the previous licence number with reference to a representation of valid previous licence numbers; and authorising the upgrade sale depending upon the validation.

Claim 71 (Previously Presented): A method as claimed in claim 50 further including storing a code at the point of sale or at the licensing control centre; and precoding the media with the code before storage of the customer selected information.

Claim 72 (Previously Presented): A method as claimed in claim 71 in which the code is unique to the fulfillment unit.

Claim 73 (Previously Presented): A method as claimed in claim 50 further including receiving from the customer a request including a user-defined selection of products; and storing at the point of sale the request for user-defined selection of products for access by the customer.

Claim 74 (Previously Presented): A method as claimed in claim 73 in which the user-defined selection of products comprises a gift list.

Claim 75 (Previously Presented): A method as claimed in claim 73 in which the user-defined selection of products comprises a list compiled by an educational establishment.

Claim 76 (New): A system according to claim 26 in which said input means are further for input of a request from said customer for including in said selected product customer-personalised information and for input of details concerning said personalised information, and said output means are further for issue of data representing said personalised information, and in which said local control unit is responsive to said data representing said personalised information to control application of said personalised information to said selected product and said media generator is arranged to include said personalised information in said selected product.